Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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The Luscious Grape is ripe
in the Valley of the Moon

Visitor here picked up a copy of Moonbeams, read it, and said to us: "Hey, fella, it's good. Why don't you come down to Marin county and start another just like it; maybe you'll wind up with a whole string of 'em."

Liked what he said, but no dice. Moonbeams is exactly what we like to be editing; it's big enough; we earn just about enough not to be envious of anybody much. Who wants a big new car, anyway? But if we did expand, as suggested, we'd have to work harder, which is against our religion. While we did get tired, while recovering our eyesight, of sitting on our royal tomachewok and watching TV and radio, we still don't want to break our necks.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Our Specialty: Barbecued steaks, chops, chicken. Cocktail bar. Worth a visit.

A budget is a device for finding out how much more you'll have to make to come out even. VALLEY WATCH REPAIR, Boyes.

The annual vintage festival in Sonoma is on again this weekend, and it should be a dinger. Interest seems to step up year by year, and the crowds should be larger'n ever. It just might be we'll enter our rather unusual whiskers in the contest. If we won our picture might be taken again. And you know we're on the hound side when it comes to publicity.

CHRYSTAL'S SMART SHOP
Summer Clearance Boyes Plaza Close-out Men's eWar
JUNIOR RABBEN'S BOYES SPRINGS RESORT—For the finest mixed drinks. Friendly atmosphere. Everybody likes it here.

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love it.

LEW'S GOOD FOODS & FOUNTAIN, Hiway 12, Boyes. Lunches, Snacks, Dinners, Sandwiches, Malteds. Worth dropping in!

HAMMOND LUMBER COMPANY, Boyes Hot Springs
Get your Lumber, Hardware, Building Materials, right here.

Now comes a dissertation on farm price supports:

They never should have been put in operation in the first place. But as long as we've got 'em, the flexible plan is much more sensible than is the rigid support plan. If prices on one or more commodities are slipping, the smart farmer will cut his acreage on that crop or cut out that particular kind of livestock. The subsidies really help support a great number of farmers who are not good farmers, and their general setup is on the marginal side; they need advice much more than subsidies.

Actually those who benefit most from the farm support operation are the "big" farmers, in most cases corporations, which don't really need to be subsidized. The ordinary, average farmer doesn't get enough out of the supports to warrant the required bookwork.

While we're all sorry for the farmers (?), what about the smaller businessman? Does he get any help, any "guaranteed income," any consideration at all? Heck, no! He goes along, doing the best he can, and hoping to have and use enough good sense to get by. He'd welcome a little boost when the going gets rough. Certainly he's en-

Goody! Goody! Again we can change our clocks back an hour come late Saturday night. Only it seems so silly—this changing back and forth. Same result could be attained by everybody, along about May 1, getting up and starting business an hour earlier each day. But maybe that would be too simple.

Your overnight guests will appreciate it if you bring them here. Comfortable, well equipped cabins. FLORAY COURT, Fetters.

ALLEN'S MOTEL, Boyes. Dollie and Tom. Deluxe accommodations. Air conditioned. Cafe bar. Dining room.

Assignment for mass motivation research specialists: Why are so many men reluctant to wear Bermuda shorts? Second question: Why, when they are worn, must it be with stockings? How does that keep anyone cool?

TENDER MEATS at the Right Prices. See GEORGE at BOYES SPRINGS FOOD CENTER.

DONOVAN'S IRISH INN, opp. Bath House, is getting famous for its corned beef, served every Saturday for dinner. Sandwiches too.

And have you realized that Christmas is only about three months away? Already the stores in the larger cities are displaying holiday merchandise, and before you know it you'll be rushing around in the holiday buying crowds. It's something of a chore, but how we all

PG 3 HDLINE ..... (Yep, Kid, it's a guide line, but we left it in.)

Clock Changing Time is ripe

IN THE VALLEY OF THE MOON

titled to it as much as any farmer, who always is sure of a better-than-average living.

One of the Valley's Finest Restaurants! MENDEL'S CAFE, on the Plaza, Boyes Hot Springs. Mighty Good Food and Drinks.

POWDER BOX BEAUTY SHOP in Boyes will please the most fastidious feminine seeker for glamour. Ellen "Mac" Bom.

Right here at home, you'll find large stocks of giftware, household needs, cards, wearables, appliances. BOYES VARIETY STORE. .

Now they've got frizzledicks in the frozen foods department of most of the larger markets.

They're among the most delectable of meat dishes. And what are they? Pork cutlets, breaded. Of course you've got to do the breading in your own kitchen. Actually the cutlets come from a pig, a small round section of solid meat back of each ear of an animal. Flattened out and breaded, then fried in deep fat, they've got just about everything else in the meat line backed off the boards.

We discovered them 'way back in East Lansing, home of Michigan State. A fellow came to town from Ann Arbor and started a lunchroom in a basement. Had signs all over his walls—one calling attention to "frizzledicks, 10c." (They'd likely cost you 60 cents now.) "OK, let's have a frizzledick," we told him, and it came sizzling off the grill, between a toasted bun.

Later we discovered them on sale at a rather high-class meat market, at around $1 a pound. But with no waste whatever, that wasn't out of line much. They usually come in a lard can, refrigerated, from the big packing houses.

See if you can't find some. You'll bless us forever after.

Jack London used to visit the RUSTIC INN frequently . He liked it . So will you. GUNNER & RUTH are in charge.

Do your own laundry quickly, at small cost, regularly at B & L LAUNDROMAT, Fetters Springs. Finest equipment.

Drug stores nowadays carry 'most everything . And we're a first class drug store. Got "everything." VALLEY DRUG STORE.

You know, after having gotten used to zippers at the pants front, one may get most awfully embarrassed when he switches to a pair with the old-fashioned buttons. We just happen to own an old pair of slacks with buttons.

Good time of year for an outstanding dinner—out! Come to EL DORADO HOTEL, Sonoma, for something very special.

BOYES SPRINGS FOOD CENTER. It's THE place for the very best in groceries, meats, dairy and frozen products, liquor off sale.
ROY'S UPHOLSTERY SHOP, Boyes, is your best bet when it comes to reupholstering your furniture or car. Estimates, gladly.

Y'know, we have a penchant for sorta needling people and organizations and such, not maliciously we like to think, but because discussion and intelligent controversy often leads to real progress.

So if you disagree with us, mildly or strongly, why not get into the act? Write us a letter, giving your views on any subject at all, and your letter will get our utmost consideration. If you so request, your name will be omitted.

Met a woman recently who said we got her so mad she almost wrote us a letter. Wish she had, and told her so. We tell you, too. Get in the usual mood of Harry S., and give us hell.

Order Now! From The ADOBE DRUG Your Christmas Cards
417 First Street West SONOMA Telephone Sonoma 2971
Don't Miss the famous Cocktail Hour at SONOMA GOLF & COUNTRY CLUB, 5 to 7 daily. Hors d' oeuvres and music.
SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile

Your erudite editor has often been asked why he smokes cigars all the time, and how he got started. Here's the story:

At about 15, we went to the Oregon (Ill.) fair, knocked down some nigger-babies at a concession, and received in return three cigars (terribly bad, tho we didn't realize it at the time). Couldn't well smoke them in public at such an early age. So, what did we do?

On the way home from the fair we passed the schoolhouse, closed yet for vacation. There were recessed basement windows, and a huge pile of cordwood was piled in front of them. So we sat ourselves down in a window and proceeded to light up.

Didn't get sick, as had been predicted. Didn't then and never have inhaled. But smoking a cigar brings us such a sense of contentment and well-being that it must be considered "good." Inspirational! Had previously tried to chew tobacco, as most men did at the time, but that really did make us sick. And our growth certainly was never stunted!

OLD-TIME DANCING every Saturday night. LITTLE SWITZERLAND, El Verano. Cocktails. Eatables. Good music.
Your guests would appreciate dining at MISSION INN, Boyes Hot Springs. Superb cuisine, luxurious surroundings. Cocktails.
Visit LONDONSIDE, just outside Glen Ellen. It's unique, sure to be rembered. Wonderful drinkables. SYLVIA DE CHENE, Prop.
VALLEY OF THE MOON CIGARS
Ask for Them — Only Handmade Cigars in the Valley

the scarcity or almost total lack of any sidewalks in the Valley communities. The poor pedestrians—and there are some even in this auto age—must walk on the pavements and roadsides, taking their chances with motorists, whether good drivers or reckless. They really should have a break. Why not sidewalks? In most towns over the country they're considered as necessary as paved streets. Probably it's up to the individual property owner, but it shouldn't be. The county or township should go ahead and install sidewalks where needed, whether they're petitioned for or not. We aren't living out in the country, no matter what some people think. It's time we got started.

For Dependable Meats, see GEORGE, at Boyes Springs Food Center. Top quality. Try us this week.

EL DORADO HOTEL, Sonoma, welcomes your patronage whenever you're in town. JOHNNY MERLO.

WANTED: One desk—rolltop, vintage of 1921. Honestly need one, right away. If you've got one at a reasonable price, call 4500.

FIELDS' UNION SERVICE, Main Corner, Boyes. It's convenient, and you'll like the expert service you get here, always.

LARSON'S LIQUOR & SPORTING GOODS
Headquarters for CHUCK WAGONS

A big survey organization comes up with the opinion that all the "additives" you're hearing about over the air are just a gimmick—that they aren't worth a plugged nickel. Their list takes in all the gadgets from TCP to Gardol and in between. You might well just forget about 'em and buy what you're used to.

It's a complete food market—groceries, meats, beverages, dairy products—everything. BOYES SPRINGS FOOD CENTER.

HAMMOND LUMBER COMPANY, Boyes Hot Springs
Get your Lumber, Hardware, Building Materials, right here.

There's a great difference between northern and southern California. At the risk of offending some of our Southland friends, and admitting you can't judge a whole section from your contacts with only a few persons; and admitting also that each person moves in one or two of many different groups—our general opinion is that the people in northern California are much more friendly and cooperative than the Southland folks.

GLEN ELLEN LIQUOR STORE. Complete selection of fine wines and liquors. "SLIM" WALLACE. On Arnold Drive.

JUNIOR RABBEN'S BOYES SPRINGS RESORT is the gathering place for the great percentage of Springs visitords.

You'd think that with so large a proportion of former midwesterners, the folks down south would remain as they used to be in their former homes. But they seem not to remain so friendly. Maybe it's the climate or the environment. We got "took" down south often-

Haven't been to Reno. Farthest north was Ukiah. Never saw Nob Hill, or the Twin Peaks, or somebody's zoo in San Francisco. Have we ever been to Santa Cruz or Monterey or Fort Ross? Heck no. The geysers? Clear lake?

CHRYSTAL'S SMART SHOP. Plaza, Boyes Hot Springs. High Style Women's and Men's Apparel. Smart accessories, too. It's a must—bring your out-of-town visitors to BOYES SPRINGS BATH HOUSE first, and really show 'em something!

Nope, we're 'way behind in learning much about our own state. Main reason, probably, is that we're scared to death of anything that looks like mountain driving. Learned to drive in flat country, where if there was a 6 foot dropoff there were posts and cables to give you a sense of security. Here it can drop off 2000 feet an dall there is at the sides of the road is maybe a low mound of dirt. They told us we'd get over it, but haven't as yet. Unless or until we do get over it, chances are we'll still be a level-ground driver—and we'll miss a lot.

CORN BEEF DINNER every Saturday. Home cooked meals. Try us out. IRISH INN, opposite Bath House.

YOU CAN FIND IT right at home! Try BOYES VARIETY STORE for everything you need around the house. Giftware, Gadgets.

These chilly mornings are the pride and joy of a lot of people. "Perk us up," they say. Can't do anything about it, but we'd much rather have the mornings a little warmer, the afternoons not quite so hot. Somebody told us the climate at Coronado, adjacent to San Diego, was perfect, that the temperature didn't vary 5 degrees a day throughout the year. But you look at the published figures for that section—and they have their variations about the same as the rest of the state.

INTERNATIONAL TRUCKS. Richfield Products. On the Highway, Boyes Hot Springs. BUCHANAN & POLIDORI.

VALLEY OF THE MOON CIGARS

Ask for Them — Only Handmade Cigars in the Valley

We'll welcome, however, the first fall rains, when almost immediately the mountains and hillsides emerge from their brownness and become green with grass and flowers and foliage. Won't be long now.

Seven years in Boyes Hot Springs—and even our first customers keep on coming in regularly. They're satisfied. TONY the Barber. It's the Valley's Top Spot for good food, entertainment and finest of mixed drinks. PAUL'S OLD RANCHERO, Verano.

The young couple were asking highway directions of a friendly farmer. "You go straight ahead . . . no, turn at the next corner . . . no, that won't do it either . . . By jingo, you can't get there from here."

Driving around and looking at telephone poles and such, we noted

We always wanted to grow up and become a baseball team manager. Actually we were, one summer, in Amherst, Ohio. It was a "town" team, pretty good. Crowds were never large, but we did organize a "Soldiers Ball and Bat Fund" game, cleared $40, which was sent in to Clark Griffith, then and still head of the Washington Senators in the American league. He sent us a citation and a very fine Ty Cobb bat which we still have.

Last game of the season. We journeyed, in borrowed cars, to Norwalk, Ohio, for the "big" game. Loafing around town for an hour or so before the game, a number of the players got a little on the "tight" side and the Norwalk team proceeded to beat us about 16 to 1. End of managering.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FIRST QUALITY MEAT every day, with special low prices last three days each week. MIKE & ROSE'S BOYES MARKET.

MELINA & HARVEY invite you to drop in for some fine mixed drinks, and good company. DRAFT BEER, TOO.

But then, about 1940, in Holt, Mich., our little weekly paper, the Recorder, did sponsor a girls' softball team. The girls bought or made their own uniforms, silky blouses and shorts, maroon in color, and the team played together for two years, traveling to nearby towns and in return entertaining them for home-and-home games.

The team did very well; in fact, it finished second in the state finals tournament. And probably it brought a certain amount of good advertising to the newspaper—though you couldn't put an exact financial figure on just how much good.

Actually we'd like to see a town team here every summer and, if properly promoted, it should go over. And why aren't the girls playing any softball in California? It's really a mighty fine game for girls.

LARSON'S LIQUOR & SPORTING GOODS
Headquarters for CHUCK WAGONS

BETTY CONEY, Slendo-Trim Reducing Salon. LEE STARRETT, Masseur, for reducing and good health. BOYES BATH HOUSE.

MOVING? Finest service—local or long distance, right here in the Valley. CLOUSE'S DELIVERY SERVICE. Phone 2467.

LUTHER BURBANK—BENEFACTOR OF HUMANITY

(Courtesy Lions Magazine)

When Luther Burbank died in 1926 at the age of 77, he had realized his life's ambition.

"I shall be contented if, because of me, there shall be better fruits and fairer flowers," he once told a group of visitors—and at his death

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the world acclaimed him as the dean of plant breeders and perhaps the greatest horticulturist of all time.

Burbank was born at Lancaster, Mass., on March 7, 1949. He attended the public schools and Lancaster academy; during summer vacations he worked on a neighboring farm, and the rumor spread rapidly that young Burbank had what planters call a "green thumb."

The youngster did a lot of reading and one day, in the Lancaster library, he came across a copy of Darwin's "Variation of Animals and Plants Under Domestication." The book marked a turning point in his career. Eagerly he began to read other books by Darwin and by the leading horticulturists of that time. At the age of 21, with his savings, he bought a 17-acre tract of farm land near Lunenberg, Mass., and began a lifetime dedicated to "better fruits and fairer flowers."

Fruits and flowers weren't young Burbank's first interest. On his Lunenberg farm he applied Darwin's theories to the breeding of a better potato, and at the age of 23 Luther Burbank gave the world his first gift—a more prolific, better-formed, disease-resistant potato which bore his name, the Burbank. It revolutionized potato growing in this and other countries, and from it have been developed the modern strains which form the basic food of millions throughout the world.

Burbank stayed at Lunenberg until 1875 when, following the footsteps of three elder brothers who had gone west, he moved to California. He settled at Santa Rosa, a little town just north of San Francisco. In a letter to his mother he described it as "the chosen spot of all this earth as far as nature is concerned." There he established a little nursery garden and greenhouse which was to become, in the next 50 years, the shrine and mecca of horticulturists from the ends of the earth.

Burbank was not trying to prove or test scientific theories of plant culture. His sole aim was to make two plants grow where one grew before; to produce more and better varieties of fruits, grasses, vegetables and grains so that more people could eat better from the bounty of the soil. On his little plot in Santa Rosa, and on additional plots a few miles away, he devoted the next 50 years to "new creations" as he called them.

They were years of accomplishment and frustration; periodically the world heard of a new variety of plant from the Santa Rosa gardens; periodically the people of Santa Rosa saw one of Burbank's "10,000 bonfires in which we burned a plot of plants which had not taken kindly to man's teaching."

Forty years of experimentation went into improved varieties of plums and prunes. Thirty-five years were given to the development of new types of berries, resulting in the commercial introduction of

TOP NIGHT SPOT in the Valley. Organ music by Paul. Dancing. Wonderful meals, excellent drinks. PAUL'S OLD RANCHERO.

INTERNATIONAL TRUCKS. Richfield Products. On the Highway, Boyes Hot Springs. BUCHANAN & POLIDORI.

more than 10 prolific strains. From the Burbank plots came new, more fruitful varieties of apples, peaches, cherries, quinces. Among vegetables, besides producing the famed Burbank potato, he taught the world how to grow better sweet and field corn, squash, asparagus, peas and beans. Even today few orchardists, farmers and gardeners do their spring planting without seeing the name "Burbank" on their seedlings, seeds or plants.

Luther Burbank loved beauty, too, and better flowers were one of his major hobbies. He took the tiny, wild-growing Shasta daisy from the foothills of his favorite mountains and turned it into a glamour girl of the flower world. One day, standing in a particularly beautiful garden of his Shastas, Burbank turned to a group of scientists and said: "Shall we work toward a race of children that will be the Shasta daisies of the human family?" He concentrated on lilies, using half a hundred hybridizations to produce brilliant new forms. He spent 16 of his years developing a spineless cactus which could be used for cattle feed in desert regions. With his good friends, Henry Ford, Harvey Firestone and Thomas Edison, he spent years on a fruitless experiment to produce rubber from common weeds.

The Massachusetts farm boy with the green thumb kept complete notes of his plant experiments, and gave the world free acecss to his knowledge. He became, in later years, a lecturer on evolution at Stanford univrsity. He issued frequent bulletins and catalogs of his new varieties, which he titled "New Creations." He authored such world-respected textbooks as "Luther Burbank: His Methods and Discoveries"; "How Plants Are Trained to Work for Man," and "The Harvest of the Years."

Luther Burbank took humble plants from the fields and forests and, with patient care, made them more productive for the welfare of a hungry world. Therein lies his everlasting fame as a Benefactor of Humanity.

FIELD'S UNION SERVICE, Main Corner, Boyes.
Super service, wonderful gas and oil, mechanic on duty.
SONOMA FURNITURE MART, 568 Broadway
Furniture repaired and refinished. Also taken in trade.
Maybe you like something very special in drinkables. We'll fix it up for you—best you ever had. DENNY'S C O G CLUB.
For BEST CAR CARE, come to GALLO'S CHEVRON STATION. Good used cars. Tires and Batteries. Lubrication.

A TYPICAL EDITOR'S 'MORNING AFTER'

"Hello. Is this the editor?"

Even the telephone couldn't hide the lady's disdain.

"See here, last week I gave you an article on the Watch Winders' auxiliary. What do you mean by not putting it in?"

"Begging your pardon, madam, I believe that appeared. Let me see . . . oh, yes . . . you'll find it on page 1 of section 2."

"Zat right?" Click.

* * *

It was a good three minutes before the next call.

"This is Mrs. Susan Perfluous. I'm calling about the story I sent in on the visit at my home by my third cousin from Altadena."

"I believe we ran an item on that . . . "

"Yes, but you left out so much."

"You mean his war record? It's sometimes necessary to leave out a detail or two, even as important as his tour of duty in Texas, for space reasons. You see . . . "

The lady didn't see.

* * *

Seconds flew before the next call.

"Whaddaya mean with that tripe about flying fish?" I could almost smell the cigar.

"Somebody asks the council whether they'd add to the decor of the swimming pool and you make it sound like they're spawning there already."

"There may be some mistake," I came back feebly. "No such story appeared in the Progress. Are you sure you didn't read it elsewhere?"

"Whatzat ?Oh yes. Another paper? Har, har!"

* * *

I barely had time to light a cigaret.

"Hello. I just wanted to tell you that I thought this was a wonderful issue. All the columns were interesting. There was a wealth of news and very good interpretive articles. I especially liked the cartoon and the excellent photo coverage. The editorials were thought-provoking and well written. The paper was outstanding."

I waited until the lady was through.

"Thank you," I answered humbly. "What's for dinner tonight, honey?"

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Phone 2289.